

# 1910-EXCELSIOR DIARIES-1910

LARGE LOT, ALL SIZES AND PRICES, JUST RECEIVED.

The Excelsior Journals, with a page for each day of the year, are indispensable to business men. The smaller ones have lines for each day and run five years. Prices range from 75 cents to \$5 each.

**Hawaiian News Company - Young Building.**

## EXTRAORDINARY WAR OF BIG NEW YORK NEWSPAPERS

By Philip R. Dillon.

Many editors and publishers outside of New York State, New Jersey and Connecticut, may not have more emotion over the election of Hearst, Gaynor or Bannard as mayor of New York than over a fight between Jim Jeffries and Jack Johnson. This is not minimizing the New York affair.

The New York political campaign has developed a newspaper situation, the like of which has not been chronicled in the history of the nation, nor of all nations. This is a matter which directly concerns all editors and publishers of the nation.

Judge Gaynor, the Democratic candidate, is being supported by the New York World, the Evening World, and the New York Press—the last named a Republican paper. The Brooklyn Eagle has leaned slightly to Judge Gaynor.

William R. Hearst is supported by the New York American and the Evening Journal, and also by the German papers owned by Mr. Hearst.

All the other dailies in the city, with varying degrees of earnestness, are supporting Otto Bannard, the Republican or so-called "Fusion" candidate.

By common consent, the Journal and the Evening World are the contenders for the championship of the New York afternoon field. Arthur Brisbane edits and manages the Journal. It is said that he is paid \$50,000 a year for this work. Neither Mr. Brisbane nor Mr. Hearst has ever authorized any statement of the salary figures.

For some time past, Joseph Pulitzer has been giving nearly all his attention to the Evening World. He has no great star like Brisbane, but he has gathered a splendid staff, a great stock company, so to speak.

The fight between these giants, the Journal and the Evening World, for supremacy, during the past year, has been the fairest fight New York has ever seen. Never a word of abuse, directed at the rival, has been printed in either paper.

Two weeks ago an extraordinary thing happened, the whole city was startled, yet the newspapers did not treat it as a news event. Here is the dialogue that one heard everywhere, as the saying is:

"Have you seen the Evening World?"

"What about?"

"Brisbane is writing Hearst articles in the World!"

"Has Pulitzer sold out?"—with astonishment.

"No—o"—puzzled.

There was an enormous demand for Evening Worlds, and they read, in black type, at the top of the second page, this statement:

The Evening World's columns for the discussion of the issues of the Municipal Campaign were offered FREE OF CHARGE to Mr. Bannard, the Republican nominee; Chas. F. Murphy and Daniel Cohalan of Tammany Hall, Herbert Parsons, the chairman of the Republican County Committee, and Arthur Brisbane, representing Mr. Hearst. Mr. Brisbane has been a daily contributor. Mr. Parsons has written one article thus far. The Evening World aims to be the forum of all parties. The offer is still open to the leaders named.

Then they turned to the heading—"Arthur Brisbane Writes for the Evening World on Mr. Hearst's Campaign," and under it, in italics, they read thus:

*Mr. Pulitzer permits me to write for The Evening World concerning the New York City campaign. I appreciate Mr. Pulitzer's courtesy, and need not say that neither he nor The World is responsible for any statement in this column.*

A. BRISBANE.

The public of New York was surely amazed. They have kept on buying both the Journal and Evening World to read what Brisbane writes.

And now the second page of the Evening World is the tournament field where champions battle marvelously, and many have been unhorsed. At this writing, Brisbane is the Sir Launcelot of the game, for no knight hath yet kept his seat and held his pen whole throughout a jousting with the Hearst champion. On Tuesday of this week there entered the lists Ollo Ogden, editor of the New York Evening Post, a knight famed for skill in thrust and buffet. He jousts with Brisbane and with the Tammany knights, being with the party of Bannard, and some liken him to Sir Tristram. There is also Sir Daniel Cohalan, formerly the editor of the Gaelic American and a classy jouser, now the chief adviser of King Murphy of Tammany. It were invidious to go farther into Round Table precedent.

In the meantime, the business management of the Evening World

poster 10 feet high and 20 feet long, stating thus:

ARTHUR BRISBANE

writes about City Campaign  
in the Evening World.

Buy a Copy Every Night—All Political News.

Brisbane's picture is featured on the poster. Men stop and read with bulging eyes, and they speak, involuntarily, as when they saw Wilbur Wright flying:

"What d'ye know about that!"

Does the public of New York know that all this is a well planned legitimate business coup by the management of the Evening World? Not yet. The public hasn't had time to draw its breadth between surprising happenings in this campaign.

The World and the Evening World, in the editorial columns, give Judge Gaynor strong support. But the Judge is less cognizant of obvious things than the rivals. So Judge Gaynor read one of Mr. Brisbane's articles in The Evening World, which harpooned Gaynor, and that night in a public speech in Tammany Hall, he uttered the following:

Why, he (Hearst) even hires the columns of other newspapers at enormous rates, and hires reporters to puff him up for pay.

What would the people of New York think of me, or of one of my associates, if we hired a column in a newspaper, and then hired a 50,000 a year writer to puff us up from day to day, openly and avowedly, before the whole world?

BRISBANE EXPLAINS.

The public gasped again when it read Gaynor's open charge against Mr. Pulitzer. Next day, nearly every paper in the city indignantly resented the insult to the proprietor of the World. The editors of the World and Evening World quietly denied the Gaynor charge, but consistently kept on in support of Gaynor.

Brisbane, in his own editorial column in the Journal, printed the following explanation of his connection with the Evening World—he is referring to himself as a "former employee" of Mr. Pulitzer:

These are facts:

One of the writers of the Evening Journal was formerly employed by Joseph Pulitzer in a confidential capacity. Mr. Pulitzer felt and showed real friendship for this man.

Recently Mr. Pulitzer's former employee sent him a cablegram asking as a favor that he be allowed to write in the Evening World advocating the election of W. R. Hearst.

This request was referred to those to whom Mr. Pulitzer has delegated the management of his newspaper on account of his own illness, and the suggestion was accepted.

It has always been the custom of the Evening World to give readers the different sides of a public controversy, and the World very courteously allows an employee of the Evening Journal to write politics for its columns from the Hearst point of view.

Judge Gaynor repeated his charge in succeeding speeches. Still the World and Evening World continued to point out his strong qualities and urged his election. But the public was convinced and a wave of sympathy near to admiration for the Pulitzer management swept over the city.

Last Monday came the third act and climax in this topsy turvy drama. Judge Gaynor sued the Press Publishing Company—the World and Evening World—for libel, demanding \$100,000 damages! He accused the Evening World of printing a libelous article written by Arthur Brisbane!

The public was flabbergasted. That Gaynor should sue for libel his strongest friend, while passing unnoticed many bitter libels uttered by others who openly dared him to sue them!

The World printed the facts about the libel suit, just as it printed routine news. Its editorial page, still supporting Gaynor, had the following editorial:

JUDGE GAYNOR'S INDEPENDENCE.

Judge Gaynor's libel suit against The World for the publication in its evening edition of one of Mr. Brisbane's entertaining articles in behalf of Mr. Hearst is to be accepted as further proof of the Democratic candidate's militant independence.

If Judge Gaynor, in the midst of the campaign, brings suit against The World, which is his chief newspaper supporter, we have high hope that as Mayor he would be equally courageous in starting litigation in the public interest. That kind of a man could bring all the tax-dodgers to time, collect the franchise taxes that the corporations have evaded for years and compel the traction companies to fulfill their contract obligations. That is what we want a Mayor to do.

New York needs a Mayor who is not afraid to start lawsuits against anything or anybody, and who will not be swerved by personal considerations of any sort.

One of the minor curiosities of the campaign is the attitude of the New York Herald and the Evening Telegram. The name of Mr. Hearst has not been printed in either paper. In covering the news, the Herald and the Telegram refer to "both candidates," meaning Judge Gaynor and Mr. Bannard. The Hearst candidacy is ignored.

Outside of New York it cannot be known how intensely the personality of the newspapers has gripped the voters, and the women.

Beyond all this struggle for office and this urging of political beliefs, is a great movement, dim yet to the public, that will lift forward and upward the press of the nation. It may be that Joseph Pulitzer and William R. Hearst, bitterest rivals heretofore, strenuous competitors always, shall be accepted finally as leaders of this movement.—Editor

## Make Denatured Alcohol for 8c a Gallon

The navies of the world have adopted tax-free commercial alcohol for smokeless motive power for ships. It saves boiler room, coal room, handling of fuel and is a little cheaper than steam power. Just think! 80 per cent. of water is the principal part converted into alcohol by chemical action in contact with fermented vegetable waste matter and oxydized saw-dust, wood syrup and lime or any carbo-hydrate. Combining with 94 per cent. oxygen or atmospheric air when used for motive power, heat or other light purposes. The real denatured alcohol opens an absolutely new market for the use of saw mill waste, pulp, paper and chemical fibre mill waste product, and for millions of tons of farm products that even the world's greatest monopoly cannot touch. Our denaturizing distilling apparatus is constructed of steel plate galvanized and the highest grade seamless copper tubing, tested to 300 pounds pressure. Its conductivity makes possible the instantaneous hot steam alcohol distilling. A very simple but serviceable still and doubler, that will produce tax-free denatured alcohol daily for 8 cents a gallon. That what is the most difficult to secure is that which we prize the most. No government supervision, no speculative futures, the market demands the product. The motor boats, the automobiles and the navies of the world use it. Unquestionable references. We are ready to negotiate with responsible individuals on very liberal terms.

This wood waste alcohol distilling apparatus is of untold benefit to farmers, lumbermen, varnish makers, paint manufacturers, soap makers, paper pulp and chemical fibre mills, etc., for the utilization of wood waste by distillation, which puts real denatured alcohol beyond competition with gasoline or kerosene.

Address today:

The Wood Waste Distilleries Co., Inc., Cleveland, Ohio, U. S. A., desires to establish western and far eastern agencies, they have a very flattering proposition to offer.

ORDER

## White River Flour

It will make more and better bread than any other. Oregon bluestone hard wheat, clear cut.

Milled at the Dalles, Oregon.

LEWIS & Co., Ltd.

C. J. DAY, and other first class grocers sell it.

## Can't be Beat

HERE can be none better than the BEST. The best printing is STAR printing. Don't think for a minute that your stationery is good enough. Keep abreast of the times and have THE BEST. : : : The STAR has up-to-date type, up-to-date presses, and up-to-date workmen, who design and construct MODERN PRINTING.